

**Murray Arts Advisory Board
Minutes for September 20, 2011**

Attendance: Mildred Horton, Scott Mooy, Shauna Hart, Jenny Simmons, Stephanie Pollei
Mary Ann Kirk (staff)

Excused: Sharon Whitney, Elaine Judd, David Christensen, Jennifer Davies

1. Minutes for August 16, 2011 were approved as written.
2. Mary Ann noted that the City is conducting a strategic plan to map out its future goals. There will be a focus group made up of leaders from the boards and commissions. Since Mildred can't attend, Jenny will represent the arts board.
3. Murray City has responded to the county's questions regarding the application for the performing arts center. The county is concerned about how Murray will include other organizations in the facility and its financing. City of South Salt Lake has now submitted an application which is in the same area in the master plan. The county committee is struggling with the absence of specific criteria for a regional center. They sent us a letter moving us back to the next funding cycle with the option to address future requirements for a regional center or apply as a local facility and reduce the requested amount. Mary Ann questioned how this committee can take that kind of action without any discussion with the county council who are the decision makers. Mary Ann has also voiced concern that the City of South Salt Lake did not meet the original criteria including location on a major transportation corridor and Granite High area does not promote economic development. Jenny mentioned that South Salt Lake doesn't have a base of art groups. Mary Ann noted that the committee seems to be concerned we are going to take all the space when we have already shown them that we would only use the facility 25% of the time which is about the right ratio when there are four communities in the designated east area. Why would our groups go to South Salt Lake. They were also concerned that we would allow volunteers as ushers or to run the box office. The county wanted to have the local groups who were interested sign an agreement that they will use the facility. Mary Ann said many groups have already provided letters of their plans to use the facility but are not in the position to sign a contract. It is many small groups who use it occasionally. The county also wanted us to show there would be no duplication of services. Mary Ann expressed to one of the committee members that the county has the ability to regulate duplication by not funding more than one major facility. Shauna suggested we should answer the questions in a way that would address their concerns. Mary Ann noted Doug Hill has tried to do that. The County committee liked the fact that the City of South Salt Lake is having a bond election. Board members were curious to see if that could pass in the current economic environment. Doug later received a phone call saying we were put back onto this year's funding cycle process. Doug and Mary Ann wondered if David Wilde requested that. It appears that Mayor Carroon is focused on Ballet West which has received a positive recommendation by the committee. Doug Hill is looking at having a meeting to decide where to go from here. We could meet with Mayor Carroon or with Councilmen David Wilde and Richard Snelgrove. The county has some serious financial issues and money for these projects have not been identified. The county committee is suppose to make recommendations to the county council by the end of September.
4. Upcoming schedule includes Lauren Pelon on October 7 and the art show set up is scheduled for November 1. Next month we will meet with the foundation.
5. Mary Ann has met with all directors for youth musicals. Longview has already had auditions for Babes in Toyland. The rest are still working on setting dates. Woodstock principal was going to bill us for the facility but she was reminded the musical was being provided for the community based on their willingness to provide the facility and custodial support.

6. Mary Ann expressed a need to review the awards for each competition to make sure they are fairly equal in amounts and recognition. David has suggested allowing the literary winner to put up a poster to advertise a published book for sale. Board members felt this is difficult for a city to do. Scott wondered if the artists could then ask why they can't advertise their paintings for sale. Since David was not there, this topic will be moved to November.
7. Murray City Cultural Arts has received \$52,049 from Zap and \$2000 from the Utah Division of Arts and Museums. The ZAP grant was higher and the state arts grant was lower. Panel comments said our application needed more evidence of collaboration and one comment suggested the state should not fund beauty pageants. Mary Ann thought the application described extensive collaborations but she will try to better explain it. She will also try to explain that the grants do not cover the Miss Murray Pageant or the Fun Days. The ZAP grant allows you to list non-qualifying expenses but the state grant does not but still requires you to list your entire budget. The city has chosen to place these items in the arts budget but we still have a very large budget with many expenses that are completely appropriate for state funding support.
8. Mary Ann presented a financial overview of Murray Arts in the Park 2011. Total expenses were \$46,992 with revenues at \$41,799. The difference is covered by the grants we received. It was very similar to 2010 although our revenue this year included nearly \$4000 in donations. Overall attendance was 10,903 which was down slightly.

Our season sales were down by about 50%. The June show of Scarlet Pimpernel attendance and revenue were up but the July and August shows of Wizard of Oz and Aida attendance were down. Aida ran one less night which accounted for some of the drop. Mary Ann shared a survey summary of how people heard about the shows. Repeat attendance, word of mouth, and the Murray Journal were the most common answers. Shauna said she enjoyed shows that are not done so much. Mildred said that some shows draw big crowds no matter how much they are done. Jenny said that Hale Theater dropped the number of shows and the price and their season sales went up. Mary Ann didn't know how we would drop shows because we would have to eliminate our own groups. We will talk about shows and marketing in November.

Use of a credit card machine was discussed. The Arts Council used an attachment to a cell phone. Jenny thought we could use an old fashioned slide machine and then process it in the office. Mildred felt that if we do this, it needs to be available to all groups to make it consistent. It would probably be best to just do it in emergencies and have it available at the back gate only. Mary Ann was concerned about the loss of revenue that goes to the credit card companies. Board members suggested if we use one, we should add a surcharge for those using it. Stephanie thought 5% should cover it. Mary Ann said we have talked about adding sales tax to the price but then we are dealing with change which causes problems. Board members agreed this should be included in the general price of the ticket. We can talk about this further in November along with the other Arts in the Park issues.

9. A list of former community art awards were reviewed. The board selects and presents these awards each year to recognize individuals who have contributed to the arts in Murray. Kathie Webster and Jackie Morgan at Riverview were considered but not selected last year. Stephanie recommended Brady Nielsen, the tech person from Murray. She felt he has such a positive attitude and goes to great lengths to work with the groups. Jenny suggested Beth Bruce, a teacher at Parkside and a director of a community chorus. She will be assisting Jenny with the school musical this year. Mary Ann said she also provides training for the music specialists. Board members liked these two suggestions. We will find appropriate venues and awards to present.